IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with <u>underlining</u> and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND the claims as follows:

1. (Currently Amended) A digital contents advertisement display computer system using an auction, comprising:

a contents distribution unit;

a computer processor; and

a computer readable medium storing at least one computer program controlling the computer processor to perform operations comprising:

~~disclosing an outline~~ <u>distributing by the contents distribution unit through a digital medium a digest</u> of digital ~~displayable~~ contents <u>displayed to one or more audiences</u>~~to be distributed through a digital medium to audiences~~;

allowing the audiences, as sponsors, to bid for becoming an advertisement tenant ~~to be~~ <u>in one or more of the digital contents</u> displayed <u>as a scenario digest of multimedia content, in the disclosed digital displayable contents</u>~~in the disclosed digital displayable contents~~when displaying the <u>multimedia content</u>~~digital displayable contents~~;

determining a winning sponsor for the advertisement tenant from among the bidding sponsors, according to a highest price bid by a sponsor; and

updating the digital ~~displayable~~ contents to contain the advertisement tenant, according to requests from the winning sponsor, to complete the digital ~~displayable~~ contents and distributing the <u>multimedia content including the</u> completed digital ~~displayable~~ contents <u>as the scenario digest with the advertisement tenant</u> via the contents distribution unit.

2. (Currently Amended) [[A]]<u>The</u> digital contents advertisement display computer system using an auction according to claim 1, wherein the computer processor operations further comprise receiving an input from an audience and allowing the audience to influence a<u>the</u> scenario ~~process~~<u>digest</u> of the ~~digital displayable contents~~<u>multimedia content</u>.

3.   (Currently Amended) [[A]] The digital contents advertisement display computer system using an auction according to claim 1, wherein, in a case where an advertisement tenant is not determined in the determining of the winning sponsor, the multimedia content including the digital ~~displayable~~ contents is distributed using a default advertisement tenant in the digital ~~displayable~~ contents.

4.   (Currently Amended) [[A]]The digital contents advertisement display system using an auction according to claim 2, wherein, in a case where an advertisement tenant is not determined in the determining of the winning sponsor, the multimedia content including the digital ~~displayable~~ contents is distributed using a default advertisement tenant in the digital ~~displayable~~ contents.

5.   (Currently Amended) [[A]]The digital contents advertisement display computer system using an auction according to claim 1, wherein the computer processor operations further comprise controlling behavior of a character displayed ~~on a screen~~in the scenario digest in accordance with a bidding price by a sponsor,
        wherein the character behaves so that the audience pays more attention to the advertisement tenant for which the bidding price is higher.

6.   (Currently Amended) [[A]]The digital contents advertisement display computer system using an auction according to claim 2, wherein the computer processor operations further comprise controlling behavior of a character displayed ~~on a screen~~in the scenario digest in accordance with a bidding price by a sponsor,
        wherein the character behaves so that the audience pays more attention to the advertisement tenant for which the bidding price is higher.

7.   (Currently Amended) [[A]]The digital contents advertisement display computer system using an auction according to claim 5, wherein the computer processor operations further comprise:
        recording an access log with respect to the character, and
        calculating a degree of attention to the advertisement tenant based on the access log recording,

wherein advertising effects can be measured based on the calculated degree of attention to the advertisement tenant.

8.   (Currently Amended) [[A]]The digital contents advertisement display computer system using an auction according to claim 6, wherein the computer processor operations further comprise:

recording an access log with respect to the character, and

calculating a degree of attention to the advertisement tenant based on the access log recording,

wherein advertising effects can be measured based on the calculated degree of attention to the advertisement tenant.

9.   (Currently Amended) [[A]]The digital contents advertisement display computer system using an auction according to claim 1, wherein the computer processor operations further comprise changing a display of the advertisement tenant so that a degree of attention to the advertisement tenant in the contentsscenario digest is changed in accordance with a bidding price.

10.   (Currently Amended) [[A]]The digital contents advertisement display computer system using an auction according to claim 2, wherein the computer processor operations further comprise changing a display of the advertisement tenant so that a degree of attention to the advertisement tenant in the contentsscenario digest is changed in accordance with a bidding price.

11.   (Currently Amended) [[A]]The digital contents advertisement display computer system using an auction according to claim 9, wherein the degree of attention to the advertisement tenant is changed by using a displayed character on a screenin the scenario digest.

12.   (Currently Amended) [[A]]The digital contents advertisement display computer system using an auction according to claim 10, wherein the degree of attention to the advertisement tenant is changed by using a displayed character on a screenin the scenario digest.

13.   (Currently Amended) [[A]]The digital contents advertisement display computer system using an auction according to claim 1, wherein if the digest of the digital ~~displayable~~ contents are redistributed, the advertisement tenant is auctioned again to the advertisement sponsors.

14.   (Currently Amended) [[A]]The digital contents advertisement display computer system using an auction according to claim 2, wherein if the digital ~~displayable~~ contents are redistributed, the advertisement tenant is auctioned again to the advertisement sponsors.

15.   (Currently Amended) A computer-readable recording medium storing a program to be executed by a computer, for realizing a digital contents advertisement display system using an auction, the program controlling the computer to perform operations comprising:

~~disclosing an outline~~distributing through a digital medium a digest of digital ~~displayable~~ contents displayed to one or more audiences ~~to be distributed through a digital medium to audiences~~;

allowing the audiences, as sponsors, to bid for becoming an advertisement tenant in one or more of the digital contents ~~to be~~ displayed as a scenario digest of multimedia content, ~~in the disclosed digital displayable contents~~when displaying the multimedia content~~digital displayable contents~~;

determining a winning sponsor for the advertisement tenant from among bidding sponsors, according to a highest bid price by a sponsor;

updating the digital ~~displayable~~ contents to contain the advertisement tenant, according to requests from the winning sponsor, to complete the digital ~~displayable~~ contents; and

distributing the multimedia content including the completed digital ~~displayable~~ contents as the scenario digest with the advertisement tenant.

16.   (withdrawn) A method of advertising in a digital content using an auction, comprising:

disclosing an outline of digital displayable contents to be distributed through a digital medium to audiences as sponsors;

allowing the sponsors to bid for becoming an advertisement tenant to be displayed in the disclosed digital displayable contents when displaying the digital contents;

determining a winning sponsor for the advertisement tenant from among bidding sponsors, according to a highest bid price by a sponsor;

updating the digital displayable contents to contain the advertisement tenant, according to requests from the winning sponsor, to complete the digital displayable contents; and

distributing the completed digital displayable contents.

17.   (withdrawn)   The method according to claim 16, wherein the digital displayable contents comprises a displayable character and the method further comprises:

statistically analyzing behavior of the displayable character and an access frequency to the advertisement tenant when displaying the digital contents, the statistical analyzing based upon one or more of, when the digital displayable content is bidirectional, an access time with respect to the character in the bidirectional digital displayable contents, or positional closeness of the displayable character to the advertisement tenant in the digital displayable contents.